

Laura Anderson

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Aspiring visual artist and business marketer with experience working abroad throughout the US, Europe and Japan. Ready to take on any challenge in regards to advertising and video production. Detail-oriented and able to adapt quickly in various work environments. Dual US/ EU citizen.

Education

University of Westminster, London, United Kingdom **2021- Jun 2022**

MA Marketing Communications

Courses: Brand Strategy, Digital Campaign Development, Advertising

University of Westminster, London, United Kingdom **2017- Jun 2020**

BA (Honours) Contemporary Media Practice

Courses: Digital Advertising, Social Media Marketing, Studio Photography, Video Production

Rochester Institute of Technology, New York **2016- 2017**

Foundation year in New Media Design

Awarded placement on Dean's List for academic excellence both semesters.

Courses: Digital Filmmaking, Photographic Arts II, User Interface Design, VR and 360° video

Work Experience

Flip Productions, Tokyo, Japan **Jun- Sep 2019**

Videographer & Events Planner

- Video Editor promoting restaurants and bars within the Tokyo area. Upload videos to social media channels aimed at international travellers. Ran digital ad campaigns for Instagram and YouTube.
- Marketing for social events including a cruise party on Tokyo Bay, fundraiser for Tokyo Tower and PR events for Red Bull and Brooklyn Brewery. Event planning, talent management, and scheduling.

Riff Raff Films Ltd., London, UK **Mar- Jun 2018**

Designer & Social Media Creator

- Chosen by company founder to design and conceptualize presentation for Fifa World Cup 2022 film concept. Shown to the executive board at Nike.
- Production assistant for Little Mix music video [*Think About Us, PrettyBird*] and Ikea commercial [*Biscuit Filmworks*]. Assist on set with managing talent and organizing call sheets.
- Responsible for redesign of their new website riffrafffilms.com. In charge of designing assets, functionality, overall look and feel. Designing film treatments, editing promotional videos, and creating social media content.

MPC Camera Trainee, London **Jul 2018**

- Work shadow Director of Photography on Gemfields jewellery commercial shoot. Assist with storyboarding and scheduling. Advertisement broadcasted on British Airways in flight commercial.

University Marketing Campaign, London **Dec 2017**

- Create promotional video showcasing student life and diversity at the University of Westminster. Responsible for filming, editing, and animation. Video sent out to 80,000 university alumni.

Leadership

University of Westminster Campus Officer

University Taekwondo Captain

Entrepreneurship Competition Second Place

- Developed and marketed an idea for a social networking app. Designed a business model canvas and created a powerpoint presentation. Pitched my idea in front of a live studio audience for the Grand Final.

Employability Gold Award

- University achievement given for accomplishing creative tasks such as designing promotional materials for Westminster, organizing student events and volunteering on campus.

Digital Skills

After Effects, Photoshop, Premiere Pro- motion graphics, 2d and 3d animation, graphic design, video editing, photo retouching, creating short social media content

Google and YouTube Analytics- SEO, brand strategy, social media strategy